

1025 - MEDIA SPECIALIST

NATURE OF WORK

This is responsible and advanced professional work in the coordination and operation of television broadcast and recording equipment, and the production of community and employee video presentations, general media production, slide shows, skilled technical and creative work in the taking and development of photographs.

ILLUSTRATIVE EXAMPLES OF ESSENTIAL DUTIES

Takes photographs of individuals, objects, locations, and events for the purpose of public information, publicity, promotion, and documentation.

Operates darkroom equipment to develop negatives; print, copy and enlarge black and white/color photographs; and process slides.

Plans and coordinates audio and video aspects of live and taped television broadcasts of City Commission meetings and other noteworthy meetings and events.

Sets up, tests, and operates audiovisual production and recording equipment including cameras, computer, lights, microphones, speakers, booms, and control console to provide broadcasts.

Operates viewing/editing equipment to review and edit audio and video program tapes.

Operates equipment and provides technical and creative assistance in the production of informational, promotional, educational, and training videotapes.

Recommends, edits, and assembles audiovisual material for portfolios, annual reports, publications, and presentations.

Sets up, tests, and operates film, slide, video, and audio equipment to provide entertainment and to complement presentations and public service programs.

Assesses and monitors quality, quantity, and suitability of supplies, materials, and equipment and orders or recommends the purchase of needed or desirable items.

Ensures proper working condition of equipment by performing routine maintenance and making minor repairs and adjustments, or coordinating same with manufacturer or service agency.

Transports equipment to locations outside of studio. Performs clerical duties as necessary including but not limited to word processing, maintaining database for slides, filing negatives, and answering phone.

Performs related work as required.

KNOWLEDGE, SKILLS AND ABILITIES

General knowledge of the operation and maintenance of a variety of audiovisual equipment; General knowledge of producing and editing video shows;

Ability to read and interpret electronic diagrams;

Ability to establish and maintain effective working relationships with department heads, other employees, news media personnel and the public.

MINIMUM REQUIREMENTS

Graduation from College and experience in the operation and maintenance of audiovisual equipment. Experience may substitute for education on year-for-year basis.

PHYSICAL REQUIREMENTS

Must have the use of sensory skills in order to effectively communicate and interact with other employees and the public through the use of the telephone and personal contact. Physical capability to effectively use and operate various items of office related equipment, such as, but not limited to, word processor, calculator, copier, and fax machine. Must have physical ability to climb ladders carrying cameras and other equipment weighing up to 50 pounds, lift equipment into position and bend, stoop and kneel while balancing video camera on shoulder.

SUPERVISION RECEIVED

Work is performed under general supervision.

SUPERVISION EXERCISED

None.

Rev. 11/98